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Negotiating for Yourself and Your Business
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Good evening Ladies and Gentlemen,

On behalf of the Egyptians attending this very important summit, I would like to welcome you all to Egypt, the land of the Pharaohs and mother of the world. Since we are all attending the Global Summit for Women in Egypt, I would not miss the opportunity to shed some light on great Pharaohic women who have played leading roles in shaping ancient Egyptian history.

To mention but a few, **Queen Hatshibsut**, from the 18th dynasty ruled Egypt for more than 20 years and led campaigns of trade and commerce out of Egypt to several neighboring countries resulting in economic development and prosperity of Egypt. I highly recommend visiting her enormous temple of Deir El Bahari in Luxor; **Queen Tiy**, wife of Amenhotep the third, played a crucial political role during the reign of her husband. Their colossal statues greet you at the end of the main hall of the Egyptian Museum in Cairo. Queen Tiy, was incidentally the mother of Akhenaton, the founder of Monotheism at Tel El Amarna in Mynia. His wife, the beautiful

Nefertiti, was immortalized by skillful Egyptian sculptures who have carved her face in masterpieces displayed around the world. Nefertiti was honored and loved by her husband and played an active role in assisting him in the offerings during royal ceremonies in addition to her indispensable role in family life. Her husband the Great Akhnaton, Pharaoh of the Sun, loved and honored her in his poetry and I would like to quote a verse, allow me to say it in French, the language of romance:

" Au dessus de toute Gloire, l'amour est supreme"

We can't forget **Queen Cleopatra** who was the last Pharaoh of Ptolemaic monarchy in Egypt. Cleopatra, ever inspiring poets, composers and authors to record her legend in many novels, operas, and Hollywood movies.

Since then, many women have assumed leadership roles in Egypt and the Arab world. Their achievements have been recorded in some cases but there remains many more that history holds in oblivion.

Not only in the more liberal Arab states, such as Lebanon and Tunisia, have women assumed leading roles in all sections of the workforce, but also in the more traditional conservative Gulf states, women are making an appreciable progress on all levels such in Kuwait and Qatar where women were recently granted the right to vote. There are many more stories of success in Algeria, Jordan and Yemen to mention but a few. Last but not least, in Egypt, the First Lady, Mrs. Suzanne Mubarak, has been playing a leading role in supporting the development of Egyptian woman, promoting her rights to a better quality of life. A lot has been achieved in the domains of fighting illiteracy, small business development and issues of equality, but there is still much more to be done.

In addressing Leadership Development Track : Negotiating for Yourself and Your Business, I would like to refer to J.F. Kennedy's quotation:

*"Let us never negotiate out of Fear ,
But let us never fear to negotiate"*

In today's global village, as different peoples of the world, we merge and overlap at every turn. For all our differences, we have many similarities, and as such, for us to live in peace and harmony, it is important to have a deep understanding of each other. Developing effective management, leadership and negotiation skills to deal with specific challenges and problems facing organizations in international business is not only an urgent need but also a requirement to stay competitive in the global rapidly changing technology environment.

We all live in the era of Globalization where business in the Arab world is incorporated in global business, requiring global managers, global leaders and of course **global negotiators**.

To be able to negotiate successfully will make the whole difference for you personally and for your business. Negotiations usually occur between parties who believe that some benefit may come out of a purposeful discussion, with a mutual interest in reaching an agreement.

Some people think of negotiation as a fight or a battle, yet you can win the battle but lose the war. In a war, everybody loses even if one wins because there is human loss on both sides.

Negotiating is often compared to a game involving a loser and a winner. Moreover games have definite rules, risks and awards for each of your moves. But in real life situations, negotiating is neither a game nor a fight.

As Ambassador Alice Dear explained "We engage in negotiation on regular basis". Negotiation is a Life process: It is a learning process".

For this reason, without both parties realizing that negotiation can be and should be a win/win situation, they may lose heart in the process or even refuse to start a negotiation from the beginning.

As Gerard Nierenberg, known as the father of contemporary negotiation, explains in his famous audio program entitled "**The Complete Negotiator**", that many people think good negotiators are the toughest least flexible people.....The one who gets the best out of the other.....This is a short term perspective. Successful negotiation is a co-operative process, all sides should gain something.

When you start negotiating, aim at terms of agreement that will make all parties win because mutual satisfaction leads to a long-lasting cooperation.

It is essential to expand one's understanding of others in order to accommodate their views during the process of negotiation. On a more international front, this may necessitate acquiring additional information about the culture of the other side.

This other may be an Arab Muslim conservative culture or a Western liberal open one.

Such understanding of the other's background, makes one more tolerant and accepting of the other person's point of view even when the two do not see eye to eye on a particular issue. To begin a negotiation with such an attitude tends to alleviate anxieties and anticipated tensions on both sides.

As more women than ever before are stepping into business, they are more likely to pull up a chair to the negotiation table. While many people come to the table with fixed gender expectations, they're bound to be greatly surprised. Women may go about negotiation in ways different than men, in fact they are more likely to make everyone feel like a winner.

Psychologists report that women, not only focus on relationships between negotiators more often than men do, but they also give more consideration to the history behind the controversy at hand.

In the past, there has been a tendency to focus on the ways women and men were different, a rather "simplistic" approach by which equality for women meant modeling themselves after men. But in the past few years, women have begun to challenge the dominant culture of negotiation and make it more supportive of the "feminine style." However, still in many Arab societies, "feminism" in the business world, is an element that is often used against women.

A woman is born feminine just as a man is born masculine. She does not need to let go of her femininity when she negotiates. In fact, she should hold on to it. The problem is that some men, while negotiating with women, expect women to use their femininity as a tool of seduction in order to achieve their business goals.

For a woman, whether Arab or non Arab, to be in the business environment, her competence, education, self confidence and professional qualifications must play a far more greater role than her seductive charms.

I believe that women and men are different but equal. In negotiating for yourself and your business few negotiation tips can make a whole difference.

Those are such as:

1. Be strategic in your approach to negotiation. Negotiators must envision what they want to achieve in a given negotiation and prepare for an assumed sequence of events in advance. Always think of the big picture, your vision and long term objectives. Because business practices and the marketplace are always changing, the need to think strategically never ends. As things change, it becomes increasingly important to think strategically, keeping two factors in mind: problem solving and creating the future.

2. Be scientific in your approach. Support your practice with a theory. For example, when you are asked about your balance between your career and house obligations, refer to Adam Smith's theory "Division of Labor", i.e. you give a chance for your housekeeper to earn money.....

3. Be prepared before any negotiation meeting. Preparation brings awareness and knowledge; it helps you build the assumptions needed for the negotiation. Our facts are based upon our assumptions. Some of the assumptions are unconscious ones and not all people choose the same road to reach a given assumption. It is therefore essential to understand your expectations and other people's expectations too, in order to avoid unnecessary conflict. You need to examine and question all the assumptions; do not take any of them for granted. Study and understand your opponent's point...

How to be well prepared for any negotiating situation

- Read the intentions and assumptions of people
- Select the correct strategy and tactics
- Develop the right techniques for diff. people.

4. Pay attention to subtle signals that indicate how well negotiators are getting along with each other. Unlike men, who tend to focus more on the task at hand, women, who are more relationship oriented, are simultaneously aware of different reactions of negotiators around the table. So they may behave in ways that strengthen the table's sense of community and back up further negotiations.

5. Consider **the historical context** of the negotiation at hand. This will help all parties at the table by enlarging the frame of reference and clarifying the context of the problem.

6. Advance the "**win-win**" **model** of negotiation, which values compromise over argument, thus benefiting all parties at the table.

7. Be honest, clear, patient, diplomatic, fit, strong, flexible and creative...

Be Proud of Being a Woman **Be Yourself.**

All women are beautiful ----- Work on yourself in all aspects and be confident that you can make it to the top with flying flags.

I will be happy to receive any questions..... God Bless You.....Thank you!

Dr. Mona L. Zaki